

Message Text

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ACTION ARA-20

INFO OCT-01 ISO-00 EB-11 COME-00 PER-05 RSC-01 DRC-01 SS-20

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R 101408Z JAN 74

FM AMEMBASSY CARACAS

TO SECSTATE WASHDC 2340

UNCLAS CARACAS 00274

E.O. 11652: N/A

TAGS: BEXP, AFSP, VE

SUBJECT: ESTABLISHMENT OF A MARKET ANALYSIS UNIT

REF: STATE 1730; STATE 240150

1. ALTHOUGH EMBASSY AGREES WITH IMPORTANCE OF MARKET RESEARCH AS VALUABLE TOOL FOR TRADE PROMOTION PURPOSES, PRESENT RESOURCES AVAILABLE PRECLUDE ESTABLISHMENT OF MARKET ANALYSIS UNIT (MAU) THROUGH A REALLOCATION OF DUTIES. TO ASSIGN ONE FSL OR FSO TO MARKET ANALYSIS ON FULL TIME BASIS WOULD BE DETRIMENTAL TO OTHER TRADE PROMOTION ACTIVITIES IN WHICH EMBASSY IS CONSTANTLY ENGAGED.

2. EMBASSY BELIEVES FIRMLY IT MUST BE FLEXIBLE AND ASSIGN PRIORITIES AS NEEDED. EXAMPLE - CONSIDERABLE TIME HAD TO BE DEVOTED TO TRADE MISSION ACTIVITIES DURING SEPT., OCT., AND NOV., '73 FOR THREE SUCH MISSIONS. FOLLOWING THESE MISSIONS E/C SHIFTED EMPHASIS TO INSTRU/METAL EXHIBITION AND WILL CONTINUE GIVING THIS EVENT FULL SUPPORT THRU MARCH '74.

3. AS DEPT. IS AWARE, E/C SECTION HAS RECENTLY BEEN ENGAGED IN VARIOUS MARKET RESEARCH PROJECTS WHEN SPECIFICALLY DIRECTED TO DO SO, SUCH AS GLOBAL MARKET SURVEY FOR BIOMEDICAL INDUSTRY; MARKET POTENTIAL FOR U.S. CONSUMER GOODS; GRAPHIC ARTS INDUSTRY; AND AUTOMOTIVE INDUSTRY. ADDITIONALLY, EMBASSY SUBMITTED A NUMBER OF VOLUNTARY STUDIES IN ELECTRICAL ENERGY FIELD, SOFT DRINK INDUSTRY, AND OTHERS. THUS , WHILE NOT IDLE IN MARKET ANALYSIS

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WE BELIEVE WITH PRESENT STAFFING WE ARE UNABLE TO DIRECT ONE OR

TWO PERSONS TO DEAL EXCLUSIVELY WITH MARKET RESEARCH RESEARCH.

4. AS SUGGESTED IN CARACAS 10320 DEPT. MAY WISH TO CONSIDER
HIRING ONE FSL WHO COULD PERFORM SURVEYS THAT WOULD OTHERWISE
BE CONTRACTED, AND TO PERFORM OTHER FUNCTIONS OF MAU AS WELL.
EXAMPLE - IN FY '73 EMBASSY CONTRACTED THREE SURVEYS AT ALMOST
DLRS 12,000. SALARY FOR ONE MIDDLE GRADE FSL TO PERFORM STUDIES
ON FULL TIME BASIS WOULD BE APPROXIMATELY SAME.
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